That which is claimed:

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1. A method for marketing, comprising:

defining a match between a user classification and an incentive; receiving user data associated with a user terminal from a plurality of sources;

classifying the user in a user classification; and transmitting the incentive to the user if a match is defined between the user classification and the incentive.

- The method of claim 1, wherein the user data comprises user viewing selections.
 - 3. The method of claim 1, further comprising collecting user data.
 - 4. The method of claim 1, wherein the user data is associated with a user.
- 5. The method of claim 1, wherein the user data comprises sales data and user viewing selections, and further comprising, detecting a relationship between the sales data and the user viewing selections, wherein said step of classifying the user further comprises classifying the user in a user classification if a relationship between the sales data and the user viewing selections is detected.
- 20 6. The method of claim 5, wherein said step of detecting a relationship further comprises: detecting a relationship between the sales data and user viewing selections if the user views advertisements for a product and purchases the product.
- 7. The method of claim 1, wherein said step of classifying the user further comprises classifying the user in the user classification if the user data satisfies a predefined parameter.
 - 8. The method of claim 1, wherein the user data comprises whether the product associated with the incentive was purchased.

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- 9. The method of claim 1, wherein the user data comprises global computer network viewing data.
- 10. The method of claim 1, wherein the user data comprises survey data.
- 11. The method of claim 1, wherein the user data comprises sales data.
- 5 12. The method of claim 1, wherein the incentive comprises an image embedded into media content.
 - 13. The method of claim 1, wherein the incentive comprises a coupon.
 - 14. The method of claim 1, wherein the incentive comprises a banner.
 - 15. A system for delivering targeted incentives to a user, comprising:
- a server in communication with a user terminal;
 - user data stored on the server, wherein said user data is collected from a plurality of sources; and
 - a classification module in communication with the server configured for defining a match between a user classification and an incentive, and classifying a user in a user classification based on said user data.
 - 16. The system of claim 15, wherein the user data comprises user viewing selections.
- 17. The system of claim 15, wherein the user data comprises sales data and user viewing selections, wherein said classification module is further configured for
 - detecting a relationship between the sales data and the user viewing selections; and
- classifying the user in a user classification if a relationship between the sales data and the user viewing selections is detected.

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- 18. The system of claim 15, wherein said classification module is further configured for detecting a relationship between the sales data and user viewing selections if the user views advertisements for a product and purchases the product.
- 5 19. The system of claim 15, wherein said classification module is further configured for classifying the user in the user classification if the user data satisfies a predefined parameter.
 - 20. The system of claim 15, wherein the user data comprises whether the product associated with the incentive was purchased.
- 10 21. The system of claim 15, wherein the user data comprises global computer network viewing data.
 - 22. The system of claim 15, wherein the user data comprises survey data.
 - 23. The system of claim 15, wherein the user data comprises sales data.
- 24. The system of claim 15, wherein the incentive comprises an image embedded into media content.
 - 25. The system of claim 15, wherein the incentive comprises a video program.
 - 26. The system of claim 15, wherein the incentive comprises a banner.
 - 27. The system of claim 15, wherein the incentive comprises a coupon.